



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of: )      Group Art Unit: 2611  
Ta-Ching PONG                  )  
Serial Number: 09/881,815      )      Examiner: N. Vu  
Filed: June 18, 2001            )  
                                    )      Attorney Docket: PONG3002beu  
                                    )  
                                    )      Confirmation No.: 9271

For: **System And Method For Insertion And Modification Of Advertisements**

**AMENDMENT AND RESPONSE**

(Submitted Concurrently With Request For Continued Examination (RCE))

Honorable Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the final Official Action dated August 11, 2005.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 5.